GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:960
ANSWERED ON:24.11.2000
ADVERTISEMENTS RELEASED BY DAVP
P.D. ELANGOVAN

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government owes large amount to some leading daily newspapers by not settling their advertisement dues in the last few years;

(b) if so, the details of the total amount due to be paid to the various newspapers as on date, newspapers-wise;

(c) whether the Government have made any efforts to settle their dues at the earliest;

(d) if so, the details thereof;

(e) the expenses incurred for releasing various advertisements by the Government through DAVP in the last three years, Newspaper-wise and year-wise; and

(f) the advertisements released by the DAVP in major Tamil Dailies in the last three years and the due amount payable to these Tamil Dailies as on date ?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a)&(b): The Directorate of Advertising and Visual Publicity owes an amount of Rs.76.03crores to various daily newspapers for their advertisement bills, as on 21st November, 2000. Newspaper-wise details of the dues are voluminous and, therefore, it will not be commensurate with the efforts involved in compiling it.

(c)&(d) : Settlement of the pending dues of different newspapers, by DAVP, is an ongoing process. As part of the exercise, information of pending bills is provided to newspapers on floppies indicating the reasons for the pendency to enable them to rectify the defects in the bills. In order to avoid the pendency of payment of bills in future, DAVP has enforced the system of releasing advertisements of paying departments only on receipt of funds from them. Departments from whom amounts are outstanding have been reminded.

(e)&(f): The expenditure incurred for releasing advertisements through DAVP during the years 1996-97, 1997-98 and 1998-99 is available in the Annual Reports of this Ministry which is available in the Parliament Library. The information regarding the advertisements released to major Tamil dailies for the above three years is also available in the Annual Reports. The amount due to be paid to Tamil dailies as on 21.11.2000, is to the tune of Rs.1.02 crores.